

科目：資訊管理導論 適用：資管所

編號：343

考生注意：

1. 依次序作答，只要標明題號，不必抄題。
2. 答案必須寫在答案卷上，否則不予計分。
3. 限用藍、黑色筆作答；試題須隨卷繳回。

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問答題 (共 100 分)

1. 就一般的企業資源規劃 (enterprise resource planning) 系統而言：
 - (1) 請說明此類系統所包括的必要功能，並以銷貨為例，闡述其產生的資訊流如何連結這些功能。(10%)
 - (2) 請從競爭策略的觀點來分析該系統如何替企業帶來競爭優勢？(10%)
2. 電子學習系統 (e-learning system) 是近十年來廣受矚目的資訊科技應用型態之一。請從使用者的觀點，提出該類型系統的績效評估架構。(10%)
3. 請解釋「行動商務 (mobile commerce)」的意涵。另外，請舉出三個較適用行動商務的領域、產業或行業別，並說明理由。(10%)
4. 請說明知識管理與組織學習之間的關係，並舉出可促進內隱知識 (tacit knowledge) 之發掘與分享的方法。(10%)
5. 請說明電子商務的“brick-and-click”經營模式，並以此討論網路書店的經營重心，例如 Amazon。(10%)
6. 請比較 centralized 與 decentralized IS/IT governance structure 所擅長之處。(10%)
7. 請說明如何利用 IS/IT 產生鎖住(lock-in)效果，為企業贏得競爭優勢。(10%)

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8. 請先接受下述之定義：“IS/IT business value is the organizational performance impacts of IS/IT at both the intermediate process level and the organization-wide level, and comprising both efficiency impacts and competitive impacts internally and externally”，請據此為 IS/IT 企業價值提出一個適合的衡量架構。(10%)

9. 請閱讀以下案例，並回答下列問題：

In 1992, California's Department of Social Services (DSS) began a project to develop a Statewide Automated Child Support System (SACSS). The development work was contracted out to Lockheed Martin under a \$75.5 million contract and scheduled to be completed by September 1995. Though the project quickly became plagued by cost overruns, a flawed procurement process, and political struggles, the state's Department of Information Technology continued the project as though nothing was the matter all the way up until 1997. Finally, in April 1997, the California Assembly Information Technology Committee issued its oversight report on the project asking: "How bad does a particular project need to become before the state's information technology czar considers termination?" Eventually, in November 1997, the SACSS project was cancelled by John Thomas Flynn, California's chief information officer, after more than five years of work and direct expenditures of \$100 million. Final costs were estimated to be as high as \$345 million. (*Government Technology*, Feb. 1998, p.156)

- (1) 請以 “management of IS outsourcing” 之觀點，說明其失敗的可能理由。(5%)
- (2) 請以系統發展的常見病癥 “project escalation” 之觀點，討論為何 CIO 竟讓此現象輕易地發生。(5%)